





MEN BEFORE
THE 90S COULD
HAVE LOVE
AFFAIRS WITH
WOMEN AS
LONG AS THEY
HAD SELF-
CONFIDENCE.

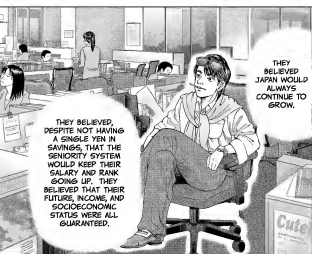


THAT WAS
WHY THEY
SPENT ALL
OF THEIR
EARNED
INCOME.



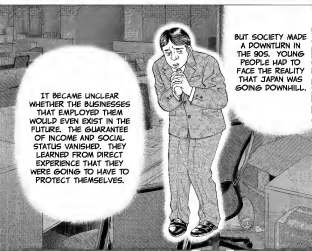
...HAPPILY
ENJOYING THE
DAYS OF
THEIR YOUTH.

THEY SPENT
ALL THEIR
MONEY ON
CLOTHES,
CARS, HOBBIES,
TRIPS...



THEY BELIEVED, DESPITE NOT HAVING A SINGLE YEN IN SAVINGS, THAT THE SENIORITY SYSTEM WOULD KEEP THEIR SALARY AND RANK GOING UP. THEY BELIEVED THAT THEIR FUTURE, INCOME, AND SOCIOECONOMIC STATUS WERE ALL GUARANTEED.

THEY BELIEVED JAPAN WOULD ALWAYS CONTINUE TO GROW.



IT BECAME UNCLEAR WHETHER THE BUSINESSES THAT EMPLOYED THEM WOULD EVEN EXIST IN THE FUTURE. THE GUARANTEE OF INCOME AND SOCIAL STATUS VANISHED. THEY LEARNED FROM DIRECT EXPERIENCE THAT THEY WERE GOING TO HAVE TO PROTECT THEMSELVES.

BUT SOCIETY MADE A DOWNTURN IN THE 90S. YOUNG PEOPLE HAD TO FACE THE REALITY THAT JAPAN WAS GOING DOWNHILL.



SAVE
MONEY...



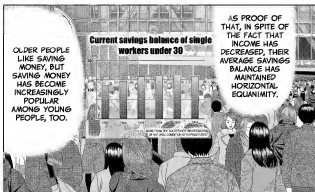
THEY
HAD TO
SAVE
MONEY.

SO THE
YOUNG
PEOPLE HAD
TO TAKE
ACTION.



ASIDE FROM
BARE MINIMUM
EXPENDITURES,
THEY SAVE
THEIR MONEY.

CONTEMPORARY
YOUNG PEOPLE
DO NOT SPEND
MONEY; THEY
DON'T OWN
CLOTHES OR
CARS, AND THEY
DON'T TRAVEL.



OLDER PEOPLE
LIKE SAVING
MONEY, BUT
SAVING MONEY
HAS BECOME
INCREASINGLY
POPULAR
AMONG YOUNG
PEOPLE, TOO.

Current savings balance of single workers under 30



AS PROOF OF
THAT, IN SPITE OF
THE FACT THAT
INCOME HAS
DECREASED, THEIR
AVERAGE SAVINGS
BALANCE HAS
MAINTAINED
HORIZONTAL
EQUINITY.



THE SOCIETAL
BACKGROUND
OF FUTURE
UNCERTAINTY
AND THE
PRIORITIZATION
OF SAVING
MONEY DO
INFLUENCE LOVE
AFFAIRS.



MEN WHO ARE
UNPREPARED
FOR THE
FUTURE GET
REJECTED AT
THE OUTSET.

FROM THE
WOMAN'S
STANDPOINT, A
SPENDTHRIFT
CRICKET IS
ABSOLUTELY
OUT OF THE
QUESTION.



PREPARING
FOR THE
FUTURE AND
SAVING MONEY
HAVE BECOME
THE MINIMUM
CONDITIONS
FOR AN
ACCEPTABLE
MAN.

THE DILIGENT,
MONEY-SAVING
ANT TYPE IS
THE LOVE
AFFAIR IDEAL.



EVERYBODY
KNOWS
INTEREST IS
NONEXISTENT,
SO IF THAT'S
ALL THAT A
MAN DOES,
HE'LL GET
SHUNNED FOR
BEING
THOUGHTLESS.

HOWEVER, IN
THIS AGE, IT'S
MEANINGLESS
TO KEEP
COMPOUNDING
MONEY IN A
REGULAR
SAVINGS
ACCOUNT.



"INITIATIVE."

BUT THERE'S
A KEY WORD
THAT GRABS
A WOMAN'S
HEART.



IN
REFERENCE
TO APPLYING
MONEY TO
MAKE MORE
MONEY,

INITIATIVE..

MEN WHO
INTELLIGENTLY
MAKE THEIR
ASSETS
GROW!



MEN OF INITIATIVE

MEN OF
INITIATIVE ARE
ATTRACTIVE
TO WOMEN IN
THE 21ST
CENTURY.





MEN OF
INITIATIVE!



ALWAYS
GO WITH
"INITIATIVE."

IN CASES
SUCH AS
YOURS, YOU
MUST NEVER
USE THE WORD
"INVESTMENT."



THEY'RE
COM-
PLETELY
DIFFER-
ENT.

"INVESTMENT"
IS AN
OFF-LIMITS
WORD WHEN
CONVERSING
WITH WOMEN.



BUT WHY IS
THAT? IT
SORT OF
AMOUNTS TO
THE SAME
THING...



TO WOMEN,
STOCKS GIVE
THE IMAGE OF
BEING
HIGH-RISK
HIGH-RETURN,
SOMETHING
VERY RISKY.

WHEN
WOMEN
HEAR THE
WORD
"INVEST-
MENT," THE
FIRST
THING THEY
THINK OF IS
STOCKS.



PEACE OF
MIND IS THE
TOP PRIORITY
FOR WOMEN.

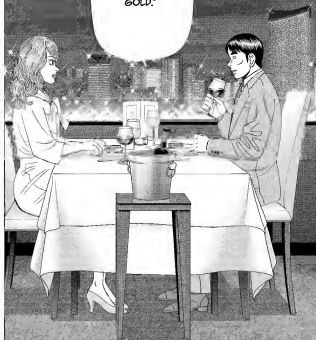
IN CONTRAST,
THE TERM
"INITIATIVE"
GIVES THE
IMPRESSION
OF BEING
RELIABLE
AND SAFE.

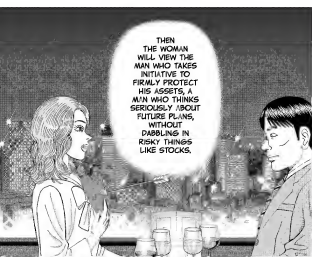


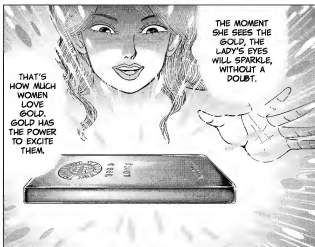
WHEN
DATING,
SAY THE
FOLLOWING
TO THE
LADY:

GOLD
GIVES THE
STRONGEST
IMPRESSION
TO WOMEN
WITH RESPECT
TO PEACE
OF MIND.

"I DON'T DO
STOCKS, BUT I
OWN A LITTLE
GOLD."















DON'T
WORRY.
HE'LL BE
SUCCESS-
FUL, 100%
GUARAN-
TEED.



I HOPE
THINGS GO
WELL FOR
TERAHATA-
SENSEI.



IF YOU
GUARANTEE
IT, ZEN-SAN,
I'M SURE
HE WILL.



YOU
MUST'VE
HEARD
STUFF
ABOUT ME
FROM YOUR
SENPAIS.



OKAY,
TAKE
CARE...

WELL,
I'LL BE
GOING
NOW.





HM?
I'M
FINE.

OH,
HELLO...



MUST
BE HIS
WIFE.



HMM...

HMM...



TONIGHT?
I'LL BE
BACK AT
THE USUAL
TIME.



HAVE FUN
WITH YOUR
FRIENDS...

OKAY, I'LL
GO TO
DINNER
ALONE
BEFORE I
GET HOME,
SO DON'T
WORRY.





ESPECIALLY
TO HIS
OWN WIFE.

"I WAS JUST
THINKING
ABOUT HOW I
WANTED TO
HEAR YOUR
VOICE." WHO
SAYS STUFF
LIKE THAT?



HATS
OFF TO
HIM!

HE'S THOUGHTFUL
AND KIND TO
WOMEN, EVEN
THOUGH HE'S PAST
SEVENTY...



...ARE ALL
ABOUT THE
TECHNIQUE!

MEN WHO
ARE TRULY
ATTRAC-
TIVE TO
WOMEN.



...BUT I
LEARNED A
LOT FROM
ZEN-SAN'S
TALK.



I'VE
GOT NO
TALENT
IN THAT
AREA.

Plaque: Dojuku



...SINCE I
STARTED
ATTENDING
DOJUKU.

MAYBE IT
WAS THE MOST
EDUCATIONAL
THING I'VE
HEARD...